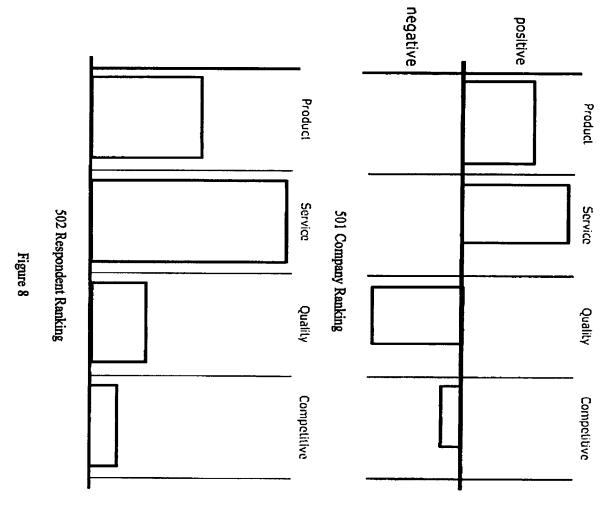
Replacement Sheet

A System and Method to give a true indication of Respondent Satisfaction to an electronic Questionnaire Survey



Replacement Sheet

Gosling

A System and Method to give a true indication of Respondent Satisfaction to an electronic Questionnaire Survey

1. Executive Summary

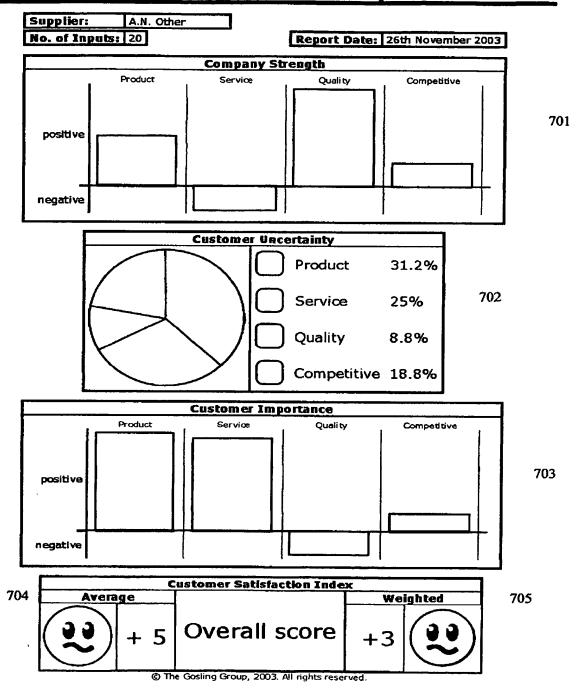


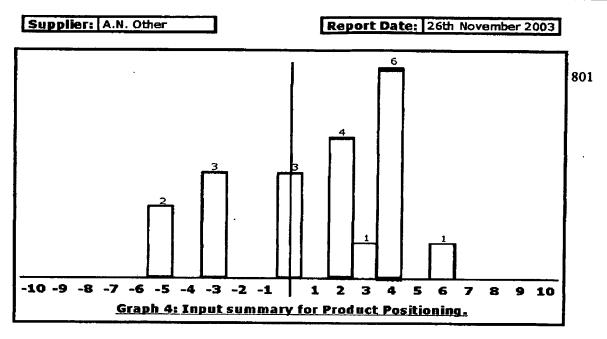
Figure 10

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A System and Method to give a true indication of Respondent Satisfaction to an electronic Questionnaire Survey

2. Product Positioning



2.1 Statistical Analysis:

Mean:		Standard Deviation:		Skew:	
$\frac{\sum x}{n}$	1.1	$\sqrt{\frac{\sum \left(x-\overline{x}\right)^2}{n-1}}$	3.3	$\frac{\left(x_{\min} - \overline{x}\right)}{\left(x_{\max} - x_{\min}\right)}$	8.2%
company taken as A skew	y, and a stan s a moderate i of 8.2% imp	idard deviation indicator of the i illes that these	of 3.3 mean inputs to the results are	iscipline sultably ns that this asse survey. forecasted to au ted about the me	ssment may be

2.2 Company Implementation:

Communication Factor:	Company Strength:	Customer Importance:
68.8%	29.3%	46.7%
 position towards the area of the with a company strength 46.7% the company has 	of Product Positioning. factor of 29.3% and a cu	to not know the company's ustomer importance factor of discipline, but its importance

Figure 11